

# ANDERSON ISLAND HEALTHCARE ADVOCATES

*IDENTITY PROJECT*

MAY 17, 2025

Hello! I'm thrilled to have been able to work on this project for you.  
Here is the first pass at an identity system for your important initiative.  
I look forward to discussing it with you. —Lara

## PROJECT BRIEF

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### CLIENT REQUESTS

- Anderson Island + Medical Cross
- Blue
- Be distinct from other healthcare logos
- Be recognizably for Anderson Island
- Work on a van, banner, or t-shirt
- Be ready by Farm Days

### RESEARCH & INSIGHTS

- Must look relevant to medical services—but also eventually maybe dental or vet services (keep it neutral on iconography)
- Dental logos are extremely generic (cross, stethoscope, pulse, hands, hearts)
- Should feel human and personal
- Avoid looking like other Island identities
- Consider cost of reproduction (1-2 colors)

### NEEDS TO FEEL

- Authoritative
- Official
- Clean/Sanitary (healthcare)
- Modern, Yet Timeless (appeal to wide Islander age groups)
- Human & Personal



# Anderson Island *Healthcare Advocates*™



ANDERSON ISLAND, WA

FULL LOGO



# Anderson Island *Healthcare Advocates*™

A N D E R S O N   I S L A N D ,   W A



**COMPACT LOGO**

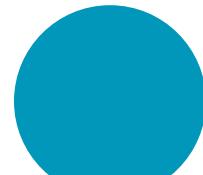
**WORDMARK**

Anderson Island  
*Healthcare Advocates*™

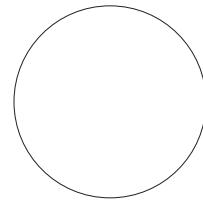
**LOGO**



**COLORS**



AIHA BLUE  
90c 20m 20y 00k  
#0098bb



WHITE

**WAVEMARK**



**ALT LOGO**



**LOCALITY MARK**

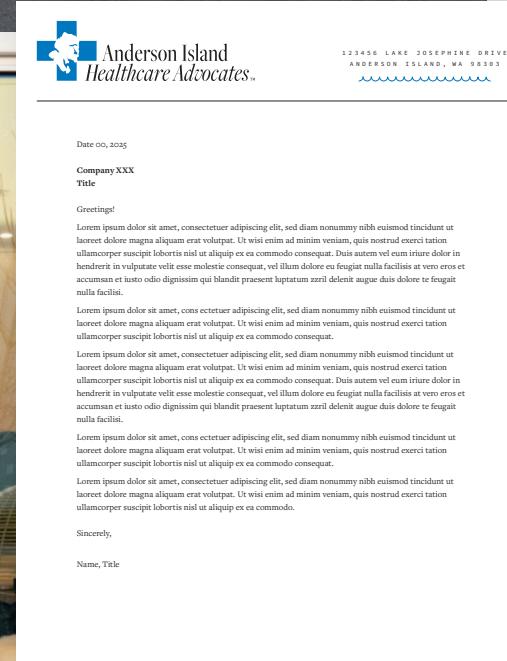
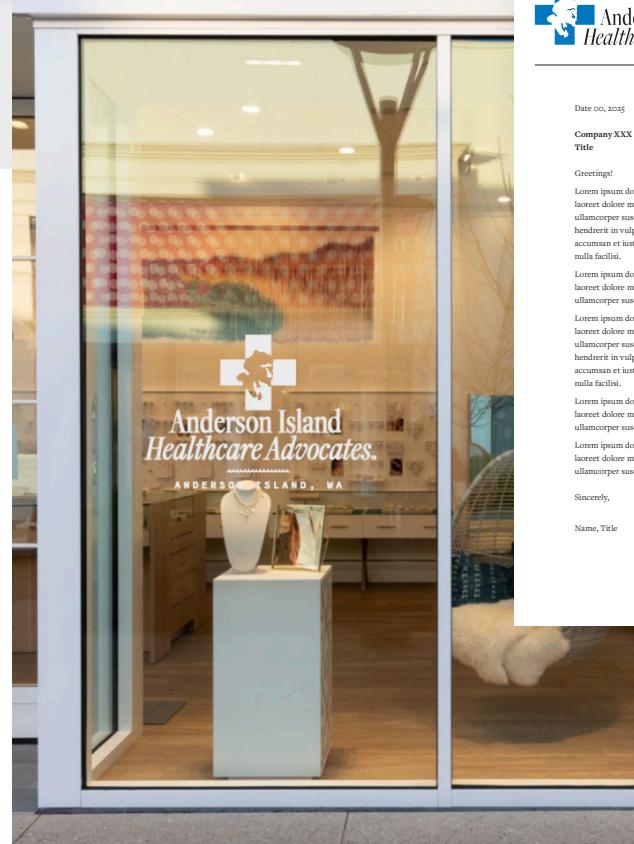
ANDERSON ISLAND, WA

**FONTS**

SOURCE CODE

Freight

Now, let's see it in action...



Contextual Use of Full Logo

ANDERSON  
ISLAND  
HEALTHCARE  
ADVOCATES



ANDERSON  
ISLAND  
WASHINGTON



REMIX 1

Balanced & Modern



**REMIX 2**  
Artful & Cool



REMIX 3  
Nautical &

Thank you!